APR 6

Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ HOUSE STALLS ON CABLE BILL / 4

❑ CBS, ABC UNVEIL DEVELOPMENT SLATES / 26

❑ ADVERTISERS FINDING LESS TV TO BUY / 40

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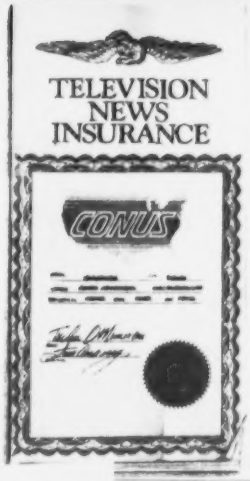

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This Week

Beer, wine ad warnings debated (p. 11)

CONNECTED IN N.Y. / 36

New York cable operators unveiled an interconnect ad service, set to launch Oct. 1 under the broadcast-like moniker WNYI, that will reach 3.5 million households.

CABLE STALL / 4

Cable reregulation, held up in the House Telecommunications Subcommittee last week, appears to be on its way to passage.

THIS LABEL'S FOR YOU... / 11

The issue of health warnings in TV-radio beer and wine ads came before a Senate committee, where members expressed concern about First Amendment violations.

SWEPT OUTSIDE / 26

Kids' viewing declined during the February sweeps versus a year ago. One observer blamed the weak numbers on warm winter weather.

SCI-FI BUY / 37

USA Network purchased the Sci-Fi Channel at a cost estimated at over $75 million.

NO SWETZ AT KATZ / 38

Katz Communications last week announced the resignation of Ken Swetz, president of the Katz Radio Group, and his replacement by former Katz executive Gordon Hastings.

GRP DROP / 40

Part of the reason for weak TV revenue may lie in gross rating point declines for network and spot television since 1985, which more than offset increases for cable and syndication.

PAC LIST / 43

Cable PAC's contributed over $300,000 to the re-election campaigns of House members last year. Rep. Matthew Rinaldo (R-N.J.) led the PAC pack at $21,642.

FUJI ON PAS / 46

Fuji TV Japan has signed up for a full-time transponder on PAS-I, enabling it to deliver video from Europe to Japan.

SPECIAL REPORT: ADVERTISING / 48

CAB's Thomas McKinney and TVB's Ave Butensky, in a joint interview, discuss TV advertising.

USA completes purchase of Sci-Fi Channel (p. 37)

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DISNEY DEALS KCAL-TV TO PINELANDS

Definitive agreement would create 6th VHF combination in New York and L.A.

By Geoffrey Foisie, Mike Freeman and John Gallagher

Is Disney getting out of the TV station business or expanding its station portfolio? The answer was not clear following last week's agreement combining the operation and ownership of WWOR-TV New York and KCAL-TV Los Angeles. The definitive agreement would give Disney 45% ownership of WWOR-TV parent company Pinelands, to which Disney would contribute KCAL-TV. The two-station group would take in roughly $275 million in revenue, $40 million in cash flow and would cover 12-2.3% of all TV households, making the enlarged Pinelands the seventh largest group owner, just after Fox.

Disney would be the largest shareholder of Pinelands and would nominate four of the nine-member board. The merger agreement also gives it special voting influence over proposed acquisitions above a certain amount.

The 10% decline in Pinelands' stock price the day after the announcement suggests that some investors think Disney's 45% constitutes negative control of Pinelands, effectively blocking anyone else from bidding for the group owner. But the merger agreement apparently indicates that in the case of an outside offer, Disney would, as in other matters, have to vote its Pineland shares either "...as recommended by the Pinelands board or proportionately with the public stockholders." And Ed Hatch, who follows Pinelands for UBS securities, said the New York-Los Angeles combination makes Pinelands a more attractive acquisition candidate than before.

Pinelands had already had discussions with most of the likley merger candidates, according to Pinelands Chairman and CEO Larry Fraiberg

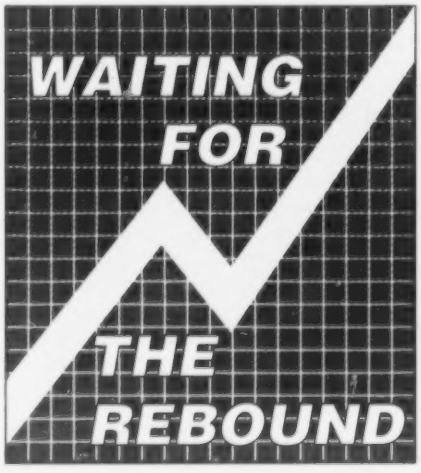
Broadcasting's Ratings Week ϟ Mar 23-29

	ABC	CBS	NBC	FOX
MONDAY	9.0/15	18.2/29	12.5/20	NO PROGRAMING
8:00	62. FBI: Untold Str. 9.7/16	14. Evening Shade 16.0/26	20. Fresh Prince 15.1/24	
8:30	48. Amer Detective 10.8/17	12. Major Dad 16.3/25	26. Blossom 14.0/22	
9:00	75. ABC Theatre—Neil Simon's Broadway Bound 8.4/14	4. Murphy Brown 19.3/29	24. Cheers 14.3/22	
9:30		6. Designg Wmn 18.6/29	38. Seinfeld 12.7/20	
10:00		3. Northern Exposure 19.6/34	67. Night Court 9.3/16	
10:30				
TUESDAY	16.4/27	12.3/20	11.2/18	NO PROGRAMING
8:00	9. Full House 17.0/27	30. Rescue: 911 13.8/22	40. In the Heat of the Night 12.4/19	
8:30	5. Home Improvmt 19.2/30			
9:00	1. Roseanne 23.8/37	45. CBS Tuesday Movie—Quiet Killer 11.5/19	50. Law and Order 10.6/16	
9:30	7. Room for Two* 18.3/29			
10:00	57. Civil Wars 10.1/18		50. Reasonable Doubts 10.6/19	
10:30				
WEDNESDAY	10.6/18	12.7/21	13.5/22	NO PROGRAMING
8:00	40. Wonder Years 12.4/21	64. Davis Rules 9.5/16	9. Unsolved Mysteries 17.0/28	
8:30	42. Doogie Howser 11.8/19	71. Brooklyn Bridge 9.0/15		
9:00	49. The Young Indiana Jones Chronicles 10.7/17	35. Jake and the Fatman 13.0/21	21. Seinfeld 15.0/24	
9:30			38. Night Court 12.7/20	
10:00	71. Homefront 9.0/16	16. 48 Hours 15.8/28	62. Quantum Leap 9.7/17	
10:30				
THURSDAY	10.0/17	10.6/17	15.0/24	12.2/19
8:00	65. ABC Thursday Night Movie—Best Friends 9.4/15	52. NCAA Basketball Championship 10.5/17	31. Cosby 13.6/22	22. Simpsons 14.8/24
8:30			28. A Diffrnt World 13.9/22	52. Drexell's Class 10.5/17
9:00			9. Cheers 17.0/26	42. Beverly Hills 90210 11.8/18
9:30			28. Wings 13.9/22	
10:00	46. Primetime Live 11.2/20	69. NCAA Basketball Championship 9.2/19	17. L.A. Law 15.7/27	
10:30				
FRIDAY	14.6/26	10.2/19	8.7/15	6.5/11
8:00	23. Family Matters 14.5/26	55. NCAA Basketball Championship 10.3/19	70. World Figure Skating 9.1/16	78. America's Most Wanted 8.0/14
8:30	26. Step By Step 14.0/24			89. Hidden Video 5.2/9
9:00	37. Dinosaurs 12.8/22		67. I'll Fly Away 9.3/16	90. Hidden Video 2 4.6/8
9:30	47. Baby Talk 10.9/19			
10:00	8. 20/20 17.7/32	73. NCAA Bskt Chp 9.6/18	79. Nightmare Cafe 7.6/14	
10:30				
SATURDAY	7.7/14	11.1/21	11.4/21	7.3/13
8:00	81. Who's the Boss? 7.3/13	37. NCAA Basketball Championship 12.8/23	44. Golden Girls 11.6/21	76. Cops 8.3/15
8:30	80. Blliy 7.5/13		57. Powers That Be 10.1/18	61. Cops 2 9.9/18
9:00	84. Perfect Strang. 6.0/10		32. Empty Nest 13.5/23	87. Marilyn: Something's Got to Give 5.4/10
9:30	81. Growing Pains 7.3/13	65. CBS Saturday Movie—The Dream Team 9.4/18	36. Nurses 12.9/23	
10:00	73. The Commish 8.9/17		57. 1st Person with Maria Shriver 10.1/20	
10:30				
SUNDAY	13.8/22	17.1/27	8.9/15	8.8/14
7:00	77. Life Goes On 8.2/14	2. 60 Minutes 21.2/35	54. World Figure Skating 10.4/17	87. True Colors 5.4/9
7:30				84. Parker Lewis 6.0/10
8:00	17. Am Fun Hme Vid 15.7/24	19. Murder, She Wrote 15.3/23		55. Roc 10.3/16
8:30	33. Am Fun People 13.3/20			24. In Living Color 14.3/21
9:00	13. ABC Sunday Night Movie—Something to Live For: The Alison Gertz Story 16.2/26	14. CBS Sunday Movie—Highway Heartbreaker 16.0/25	81. NBC Sunday Night Movie—Coupe de Ville 7.3/12	34. Married w/Childn 13.2/20
9:30				57. Herman's Head 10.1/16
10:00				86. Sunday Comics 5.5/9
10:30				
WEEK'S AVGS	11.8/20	13.4/22	11.5/19	8.7/14
SSN. TO DATE	12.1/20	13.9/23	12.4/20	8.0/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

TV SPOTS: LESS SUPPLY TO DEMAND

Fourth in a five-part series



BROADCASTING analysis of gross rating points shows network and spot declines likely to continue

By Sharon D. Moshavi

The weak increases in television industry revenue over recent years are not simply a matter of changing advertiser attitudes and smaller pocketbooks. As research by BROADCASTING reveals, television is offering less product to buy.

Despite an increase in commercial units and the growth of cable, national television gross rating points have declined in the last five years. The next five years may continue that decline, according to BROADCASTING estimates (see chart).

Total television commercial time, measured in 30-second units, increased 88% from 1980 to 1985, and 42% from 1985 to 1990. That did not translate to continued GRP growth (defined as annual average rating times number of spots). GRP's did increase 4.3% from 1980 to 1985, but reverted back to 1980 levels in 1990.

The GRP decline seems to be largely a result of ratings declines in two of the four categories: network and spot television and unit declines in the latter. Although cable and syndication ratings and units have increased, they have not been enough to offset a decline in total television viewing levels. According to Nielsen Television Index, household TV viewing decreased from 50 hours in 1985 to 48 hours and 29 minutes in 1990.

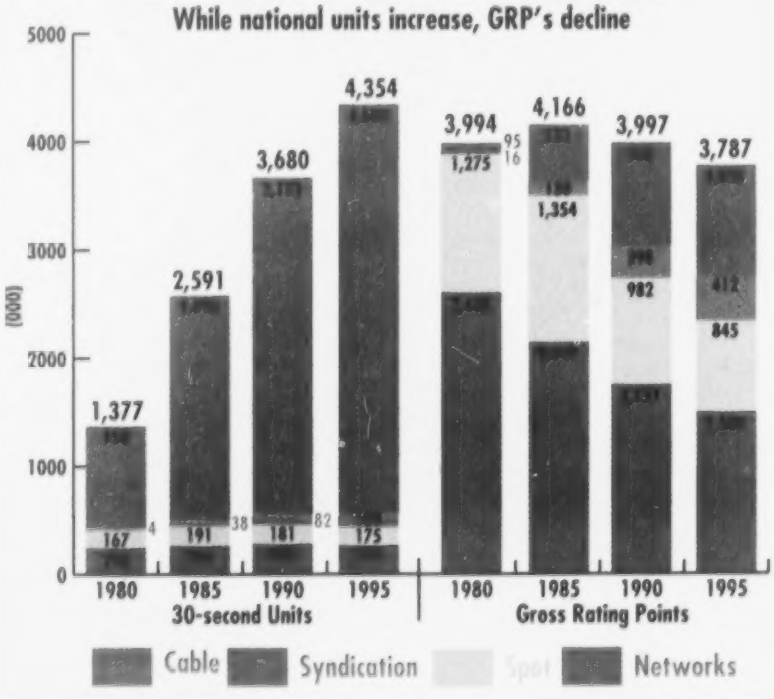
Network television has had the most consistent GRP decline, down 17.5% from 1980 to 1985 and decreasing another 18.2% in another five years. Network ratings were the sole reason for the GRP decline, as they decreased throughout the decade, a total of 28% from 1980 to 1990. During that time period, the networks increased commercial units 15%, helping maintain revenue growth.

Spot television GRP's, on the rise until the middle of the 1980's, have declined 27% since 1985, not only due to lower network affiliate ratings, but also a reduction in 30-second units set aside for national spot. BROADCASTING tabulates that spot units decreased by 5% from 1985 to 1990. The reasons appear to be twofold: an increase

Continues on page 42.

RECESSION IN IMPRESSIONS

While national units increase, GRP's decline



Note: Syndication numbers include Fox. Figures are BROADCASTING estimates, which make use of data provided by Arbitron, Nielsen, Wilkofsky & Gruen, ASTA, CAB, TVB, CBS, MTV.

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KCAL(TV) Norwalk (Los Angeles), Calif. □ Sold by Walt Disney Corp. to Pinelands Inc. in exchange for stock for estimated value of $200 to $210 million (see "Top of the Week"). KCAL is independent on ch. 9 with 141 kw visual, 28.2 kw aural and antenna 3,184 feet above average terrain.

WRVA(AM)-WRVQ(FM) Richmond, Va., and WRBQ-AM-FM St. Petersburg-Tampa, Fla. □ Sold by Edens Broadcasting to Clear Channel Communications for $18.5 million. Sale of stations last year, with WWDE-FM Hampton (Norfolk), Va., to Force II Communications for $28 million did not close ("Changing Hands," March 4, 1991). **Seller** is headed by Gary Edens, and is also licensee of WWDE-FM Hampton (Norfolk), Va.; KOY-AM-FM Phoenix, and KKLQ-AM-FM San Diego. **Buyer** is headed by L. Lowry Mays, and recently purchased WPTY-TV Memphis. ("Changing Hands," Feb. 3). Clear Channel is licensee of eight AM's, eight FM's and six TV's. WRVA is fulltimer with AC format on 1140 khz and 50 kw. WRVQ has CHR format on 94.5 mhz with 200 kw and antenna 455 feet above average terrain. WRBQ(AM) is fulltimer with contemporary hit format on 1380 khz with 5 kw. WRBQ-FM has CHR format on 104.7 mhz with 100 kw and antenna 555 feet above average terrain. *Broker: Blackburn & Company Inc.*

WSTC(AM)-WQQQ(FM) Stamford, Conn. □ Sold by Chase Broadcasting of Stamford Inc. to Q Broadcasting for $4.15 million. **Seller** is subsidiary of Chase Communications, headed by Roger M. Freedman and Arnold Chase, and recently sold WPTY-TV to Clear Channel Communications for $21 million (see WRVA[AM]-WRVQ[FM] Richmond, Va., above). Chase is also licensee of three AM's, three FM's and five TV's. **Buyer** is headed by Stuart Subotnick, who is also executive vice president of Metromedia Co. WSTC is fulltimer with AC, news-talk format on 1400 khz and 1 kw. WQQQ has oldies format on 96.7 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Frank Boyle & Co.*

WIIM-TV Iron Mountain, Mich. (Green Bay-Appleton, Wis.) □ Sold by John R. Powley to Danny Hood Evangelistic Association for $500,000. Terms: $50,000 cash at closing and $450,000 10-year promissory note at 10%. **Seller** has no other broadcast interests. **Buyer** is headed by Danny Hood, and has no other broadcast interests. WIIM-TV is independent on ch. 8 with 316 kw visual, 63 kw aural and antenna 1,000 feet above average terrain.

KQST(FM) Sedona, Ariz. □ Sold by American Aircasting Corp. to Rocket Radio Corp. for $495,000. **Seller** is headed by Alma C. and Dick Gilbert, wife and husband. Dick Gilbert is former disc jockey and station owner. **Buyer** is headed by John L. Low Jr., and has no other broadcast interests. KQST has AC format on 100.1 mhz with 500 w and antenna 751 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$162,000** □ **2**

FM's □ **$635,000** □ **3**

AM-FM's □ **$22,820,000** □ **3**

TV's □ **$205,000,000** □ **1**

Total □ **$228,617,000** □ **9**

1992 to Date:

AM's □ **$12,454,255** □ **40**

FM's □ **$46,170,546** □ **58**

AM-FM's □ **$54,510,089** □ **28**

TV's □ **$231,783,000** □ **13**

Total □ **$344,917,890** □ **139**

For 1991 total see Jan. 27, 1992 BROADCASTING

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TV SPOTS

Continued from page 40.

in local units sold and syndication's move away from cash to barter deals, taking away units that were once sold as spot television.

Syndication commercial units and GRP's grew dramatically throughout the 1980's, thanks to the increase in syndicated product and the increased use of barter as well as the creation of the Fox network. Although syndication remains the smallest of the four national advertising categories, it exhibited the most growth in GRP's, growing 129% in the last half of the 1980's. Units rose 115% during that time period.

Cable television GRP's and units have grown significantly, due mostly to the increasing number of channels, rather than ratings gains by individual networks. GRP's grew 80% from 1985 to 1990, and the number of available units increased nearly 50%.

The year 1995 will also bring changes in the fortunes of the four categories. On the network side, increased concern from advertisers about clutter is likely to bring the commercial load down slightly, and another 10% decline in overall network ratings is forecast as well, conspiring to further lower network GRP's. The spot market is also expected to continue its shrinkage in both units and ratings, due to continued affiliated station ratings declines and loss of additional units to barter syndication. Not included in this estimate is erosion that may come from spot cable. Technological changes will help spot cable become a factor in coming years (see page 52).

Syndication, on the other hand, is expected to continue its GRP growth, through expansion into new dayparts, mainly prime time, and through growth from Fox as it expands from five to seven nights. Cable will continue its GRP and unit growth as well, due not so much to increased ratings by individual channels but to the addition of a handful of new advertising-supported channels.

The chart projects that in 1995, the number of units will actually pass the number of GRP's. Thus, the proliferation of channels will not just erode network ratings, but will cause slower growth for the other categories, including existing cable networks. ■

Next week: conclusion.

TV REVENUE UP IN FEBRUARY

Total television revenue was up in February, according to an unaudited survey of more than 200 stations by the Television Bureau of Advertising. The Olympics provided a big boost, with affiliate revenue up 12.6%; local up 16.5%, and national up 7.8%. Distortion from the Olympics was also revealed by the fact that companies with few CBS affiliates did worse than the average. Gannett, for instance, said television revenue in February was up 7%, Pulitzer said broadcasting revenue was up 4%, while Multimedia said revenue declined almost 1%.

Independent TV stations also had lower revenue for February despite comparisons with war-affected February 1991. Local revenue was down 3.4% for independents, while national was down 0.4%, for a total decline of 2.1%. Total revenue for all reporting TV stations was up 13%, while national and regional spot was up 6.4%, for a total gain of 10.1%. Compared with two years ago, February's local numbers were higher, in nominal dollars, while spot was still lower. ■

NETWORKS TO FUND TEST OF OUT-OF-HOME VIEWING

By Steve McClellan

For the first time, ABC, CBS and NBC are jointly funding a Nielsen-conducted research project that will document out-of-home viewing throughout the broadcast day. While the networks hope the project will lead to reporting of out-of-home viewing on a regular basis in the Nielsen Television Index, some ad agency executives contacted last week questioned the need or even the validity of including out-of-home data in what has traditionally been an in-home-only measurement service.

The survey, based on a randomly selected sample of 3,500 viewers nationwide, will measure out-of-home viewing in October and November. Viewers will complete a one-week diary of their viewing both inside and outside the home.

The final report, to be mailed to all NTI customers next February, will provide so-called total viewing to in-home ratings indexes for all network programs. For example, if the survey determines that 5% of the total viewing of *The Cosby Show* comes from out-of-home viewing, then the index for that program would be 105.

According to NTA President Peter Chrisanthopoulos, the networks hope to get Nielsen to measure out-of-home viewing on a quarterly basis. He said that roughly 20 million viewers a week are out-of-home television viewers, and with network audiences declining, and a stagnant advertising economy, the networks are making every effort to identify uncounted television viewers.

What impact, if any, the out-of-home survey will have on the rates advertisers pay is unclear. Agency executives contacted last week were skeptical about the need and value of such data. "They are grasping at straws," said Jon Mandel, senior vice president of national broadcast. "I'd rather see them spend their money looking at commercial ratings, not program ratings. That's the real issue."

Betsy Frank, executive vice president, Saatchi & Saatchi, said that periodically the networks will serve up special-order data on particular shows, such as *Monday Night Football* or *Late Night with David Letterman*, where out-of-home viewing is a factor. "We've taken such data into account," she said. "But now you're talking about giving it the same credibility and weight as in-home viewing, and I think that is a significant leap of faith. There are a lot of unknowns about viewing outside the home, and it would be premature to say we would want or accept that information as part of the verified audience." ■

CABLE INDUSTRY PACS A PUNCH ON HILL

Political action committees contributed more than half a million dollars to lawmakers last year; representatives received $321,313; senators, $274,149

By Harry A. Jessell

The political action committees of the National Cable Television Association and several cable companies last year contributed $321,313 to the re-election campaigns of members of the House of Representatives, according to filings with the Federal Elections Commission.

The House is considering legislation that would reregulate cable (see story, "Top of the Week"), and the industry fears that the chamber may use the Senate's S. 12 as its model. Approved last January by a 73-18 vote, S. 12 is viewed by cable as unduly harsh in the degree of its regulation.

The cable PAC's last year also gave $274,149 to senators, bringing their total congressional contributions for 1991 to $595,462.

Included in the consolidated cable figures are the PAC's of the National Cable Television Association, Tele-Communications Inc., Turner Broadcasting System, Cablevision, Comcast, Viacom, Storer and Time Warner. NCTA gave the most: $366,400. Time Warner was a distant second, handing out $66,500.

Much of the House money went to members of the Energy and Commerce Committee and its Telecommunications Subcommittee, who oversee communications issues and will take the first cuts at any legislation. They received $163,363 from the cable PAC's.

Matthew Rinaldo of New Jersey, the ranking Republican on the Telecommunications Subcommittee, was the top recipient of cable PAC money, taking in $21,642.

Federal law limits PAC contributions to $5,000 per campaign (primary, general and any run-off).

PAC's are often only the tip of the campaign-giving and influence-buying iceberg. Congressmen and federal candidates vying for their seats may accept contributions of up to $1,000 per campaign from individuals. Some lawmakers who have refused PAC money, like House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.), have no problem amassing sizable campaign war chests through individual contributions.

Cable executives are generous individual contributors. House Energy and Commerce member Edolphus Towns (D-N.Y.), for instance, received more than $20,000 at a New York fundraiser last June hosted by Time Warner.

House Telecommunications Subcommittee member Bill Richardson (D-N.M.), who has emerged as a key supporter in the battle over cable legislation in the subcommittee, accepted $2,750 last December from four top executives of Tele-Communications Inc.—J.C. Sparkman, Robert Thomson, Fred Vierra and James Carlson. ■

WHO GOT HOW MUCH FROM CABLE PAC'S

Amounts members of the House Energy and Commerce Committee received from the cable PAC's:

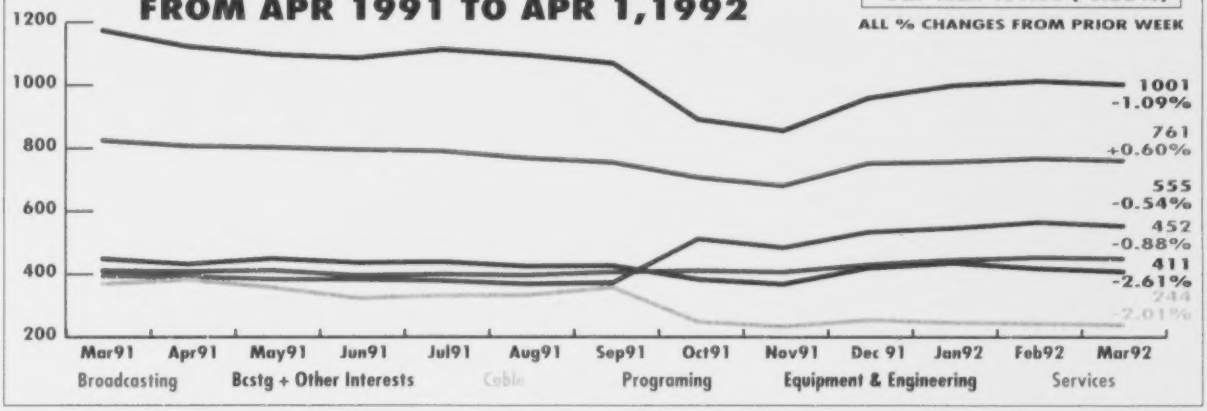
Barton, Joe (R-Tex)	$10,000
Bilirakis, Michael (R-Fla.)	3,000
Bliley, Thomas (R-Va.)	11,000
Bruce, Terry (D-Ill.)	1,400
Bryant, John (D-Tex.)	5,000
Callahan, Sonny (R-Alaska)	2,500
Collins, Cardiss (D-Ill.)	750
Dingell, John (D-Mich.)	6,250
Eckart, Dennis (D-Ohio)	4,000
Fields, Jack (R-Tex.)	3,471
Hall, Ralph (D-Tex.)	1,500
Harris, Claude (D-Ala.)	1,500
Holloway, Clyde (R-La.)	500
Kostmayer, Peter (D-Pa.)	2,000
Lehman, Richard (D-Calif.)	500
Lent, Norman (R-N.Y.)	6,500
Manton, Thomas (D-N.Y.)	6,500
McMillan, Alex (R-N.C.)	1,500
McMillen, Thomas (D-Md.)	5,500
Moorhead, Carlos (R-Calif.)	7,000
Oxley, Michael (R-Ohio)	2,500
Richardson, Bill (D-N.M.)	6,000
Rinaldo, Matthew (R-N.J.)	21,642
Ritter, Donald (R-Pa.)	6,850
Rowland, J. Roy (D-Ga.)	2,500
Schaefer, Daniel (R-Colo.)	7,000
Scheuer, James (D-N.Y.)	6,000
Sharp, Phil (D-Ind.)	1,500
Sikorski, Gerry (D-Minn.)	1,000
Slattery, Jim (D-Kan.)	2,000
Studds, Gerry (D-Mass.)	500
Swift, Al (D-Wash.)	8,000
Tauzin, Billy (D-La.)	1,000
Towns, Ed (D-N.Y.)	6,500
Upton, Fred (R-Mich.)	3,000
Waxman, Henry (D-Calif.)	6,000
Wyden, Ron (D-Ore.)	1,000

Note: Totals represent the consolidated contributions by the NCTA PAC and the company PAC's of Turner, TCI, Time Warner, Cablevision, Comcast, Viacom and Storer.

Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM APR 1991 TO APR 1,1992

NASDAQ: 602.09 (-2.81%)
S&P Ind.: 481.30 (-0.83%)
ALL % CHANGES FROM PRIOR WEEK



TOP 10 NETWORK ADVERTISERS FOR 1991 (000)

1 GM $527,832	2 P&G $515,610
3 P. Morris $390,155	4 Johnson & Johnson $239,823
5 Kellogg $236,569	6 Ford $217,456
7 Pepsico $204,572	8 Sears $187,875
9 Chrysler $176,182	10 Toyota $173,665

Source: Arbitron Company

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,984	232	5,216
Commercial FM	4,605	1,010	5,615
Educational FM	1,518	320	1,838
Total Radio	**11,107**	**1,562**	**12,669**
Commercial VHF TV	557	15	572
Commercial UHF TV	581	168	749
Educational VHF TV	123	5	128
Educational UHF TV	234	9	243
Total TV	**1,495**	**197**	**1,692**
VHF LPTV	438	154	592
UHF LPTV	772	859	1,631
Total LPTV	**1,210**	**1,013**	**2,223**
FM translators	1,884	358	2,242
VHF translators	2,517	74	2,591
UHF translators	2,316	386	2,702

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting In Brief

In a surprise move, **Twentieth Television** put Fox Broadcasting Co.'s *Cops* on the syndication block, signing a rare two-year, straight cash licensing deal with WNBC-TV New York. A Twentieth spokeswoman said the NBC O&O has committed 7 p.m. to *Cops*, replacing Tribune Entertainment's *Now It Can Be Told* next fall.

Jack Rollins resigned as co-executive producer of NBC's *Late Night with David Letterman*, effective April 30.

Palmer Communications Inc. rejected last year's estimated $70 million proposal by Hughes Broadcasting Partners II Ltd. to buy **WHO-AM-TV Des Moines, Iowa, and KFOR-TV Oklahoma City** ("Changing Hands," Nov. 18, 1991), and is **taking the stations off the market.**

The FCC is investigating Saga Communications-owned WNOR(FM) Norfolk for an April Fool's Day hoax. Apparently, the station broadcast that Mount Trashmore—a landfill in Norfolk—was going to blow up because of a methane buildup. The broadcasts led to complaints from local police departments, whose lines were flooded with calls. The Virginia Beach Emergency Communications Division subsequently determined no emergency existed and tried unsuccessfully to get the station to stop the broadcasts. Reportedly, the station continued the broadcasts until a police request. Shortly after, the morning team admitted they knew of the complaints and made a public apology. The station, according to the FCC's Norfolk Field Office, could be facing a $25,000 fine or, more drastically, loss of license. Saga said it has suspended the station's general manager, program director and the four morning team personalities.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 22. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	14.1/213/98
2. Jeopardy!	12.0/203/94
3. Oprah Winfrey Show	10.9/213/97
4. Star Trek	8.9/244/98
5. Entertainment Tonight	8.6/185/95
6. Married...With Children	8.3/173/95
7. Current Affair	7.9/174/93
8. Warner Bros. Vol. 20	7.2/125/83
9. Cosby Show	7.1/201/94
10. Donahue	6.8/220/97
11. Inside Edition	6.5/127/82
12. Sally Jessy Raphael	6.3/205/97
13. Hard Copy	6.0/186/91
14. Wheel Of Fortune-eking	5.9/136/88
15. WKRP In Cincinnati	5.7/232/94

Sales of Cannell Distribution's off-network drama, *Wiseguy*, have been completed with ABC O&O KGO-TV San Francisco and extended with WWOR-TV New York, which triggered the show early this season despite its slated premiere in fall 1992.

Group W Productions has proclaimed its half-hour romance strip, ***That's Amore*, a firm go for a fall 1992 premiere,** with production slated to begin in July in Los Angeles. To date, sales of the Italian-based game show format have surpassed 70% U.S. coverage.

Radio-Television News Directors Association President **David Bartlett wrote to** House Telecommunications Subcommittee Chairman **Edward Markey last week to complain about the subcommittee's decision to exclude C-SPAN cameras from the subcommittee cable bill markup** (see page 4).

Westwood One reported a net loss of $7.24 million, or 42 cents

1991 PEABODY WINNERS CHOSEN

The University of Georgia College of Journalism and Mass Communication announced the winners of its annual George Foster Peabody Awards for distinguished service to broadcasting and cable. The awards will be presented June 1 during the Broadcast Pioneers luncheon at the Waldorf-Astoria, New York.

■ The radio winners: National Public Radio for coverage of the Clarence Thomas confirmation hearings, *Horizons* and *The Case Against Women: Sexism in the Court*; KCRW(FM) Santa Monica, Calif., and NPR for *Joe Frank: Work in Progress*; WNCN-FM New York, for *New York City Musicbox*; Zouk Productions and American Public Radio for *The Miles Davis Radio Project*.

■ The TV winners: WRAL-TV Raleigh, N.C., for environmental reporting; KSTP-TV St. Paul for *Who's Watching the Store?*; NBC News for *Brian Ross Reports on BCCI*; CBS News for *60 Minutes: Friendly Fire*; KTLA-TV Los Angeles, for *Rodney King: Videotaped Beating*; Cable News Network for coverage of the Soviet coup; CBS-TV and Shukovsky Productions for *Murphy Brown*; HBO Sports and Black Canyon Productions for *When It Was a Game*; Falahey-Austin Street Productions for *I'll Fly Away* and *Northern Exposure*; WNET-TV New York for *Dance in America: Everybody Dance Now!*; NBC Productions in association with Carson Productions and Cardboard Shoe Productions for *Late Night with David Letterman*; HBO for *America Undercover: Heil Hitler! Confessions of a Hitler Youth*; Lucky Duck Productions for Nickelodeon and MTV Networks for *Nickelodeon Special Edition: It's Only Television*; Turner Multimedia for *Coup D'Etat: The Week That Changed the World*; Central Independent Television, Nottingham, England, PBS and WETA-TV Washington for *Soviets: Red Hot*; ABC News and NHK, Japan, for *Pearl Harbor: Two Hours That Changed the World*; Discovery Channel for *People of the Forest: The Chimps of Gombe*; KARK-TV Little Rock, Ark., for *Arkansas' Timebomb: Teen Pregnancy*; Armed Forces Radio and Television on its 50th anniversary; CBS Sports for *The Masters*.

A Personal Award goes to Peggy Charren, founder of Action for Children's Television, for her commitment to improving children's television for 25 years.